

## **ABSTRACT OF THE DISCLOSURE**

A system and method for providing integrated customer care, managing complex data relating to services and presenting information for selection and interaction by end users. The present invention delivers, tracks, presents and manages various aspects of customer care using a customer centric paradigm. An integrated macro-framework is utilized to provide a consistent and efficient single-point of entry GUI tool for accessing and navigating through various displays relating to the processing of data, reports, billing, work-flows, service orders and other aspects of customer care.